

ABSTRACT

Adding contextual information to a plurality of discrete components facilitates the creation of enhanced data. Prior to the addition of the contextual information, each discrete component may be translated into a common representation format when necessary. The transformed discrete components resulting from the addition of contextual information are then aggregated according to at least one aggregation rule to provide the enhanced content. The enhanced content may be provided to or received from parties external to the given content network under the control of a digital identity associated with the given content network. Feedback regarding enhanced content provided to third parties may be used to further modify the contextual information corresponding to the enhanced content.